IN THE CLAIMS

Please amend the claims as follows:

Claims 1-2. (Canceled)

3.   (Previously Presented) The digital content pricing system of claim 8, wherein the memory includes a plurality of pricing formulae including the final pricing formula.

4.   (Previously Presented) The digital content pricing system of claim 8, wherein at least one of the plurality of digital content items is associated with a plurality of configuration options, including the at least one item configuration option.

Claims 5-7. (Canceled)

8.   (Currently Amended) A digital content pricing system, comprising:
        a sales computer to calculate a final price;
        a purchase computer capable of being communicatively coupled with the sales computer; and
        a memory capable of being communicatively coupled with the sales computer, including a plurality of digital content items, wherein each one of the plurality of digital content items is associated with a base price and at least one item configuration option associated with an option price, wherein at least one item configuration option comprises includes reducing a final price cost for a digital content item if advertising is included in the digital content item;
        wherein the sales computer calculates the final price by:
        determining, for one of the plurality of digital content items, the final price related to the base price and the option price by a final pricing formula ITEMPRICEA = ADJA * [BASEA + (OA1 *PA1) + (OA2*PA2) + (OA3*PA3)], wherein BASEA is the base price for a selected digital content item A, ADJA is an item price adjustment factor for digital content item A, the values OA1, OA2, and OA3 are prices for individual options associated with digital content item

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A, and the factors PA1, PA2, and PA3 are option-specific price adjustment factors associated with the options OA1, OA2, and OA3; and

wherein OA1 is an option price for including advertising in the selected digital content item A.

9.   (Original) The digital content pricing system of claim 8, further comprising:

an item selection device capable of being communicatively coupled to the purchase computer.

Claims 10-24. (Canceled)

25.   (Previously Presented) A digital content pricing system, comprising:

a sales computer that calculates a final price; and

a memory communicatively coupled with the sales computer, including a plurality of digital content items;

wherein each one of the plurality of digital content items is associated with a base price and at least one item configuration option associated with an option price, wherein at least one item configuration option includes reducing a final price for a digital content item if advertising is included in the digital content item;

wherein the sales computer calculates the final price by:

determining, for one of the plurality of digital content items, the final price related to the base price and the option price by a final pricing formula $ITEMPRICEA = ADJA * [BASEA + (OA1*PA1) + (OA2*PA2) + (OA3*PA3)]$, wherein BASEA is the base price for a selected digital content item A, ADJA is an item price adjustment factor for digital content item A, the values OA1, OA2, and OA3 are prices for individual options associated with digital content item A, and the factors PA1, PA2, and PA3 are option-specific price adjustment factors associated with the options OA1, OA2, and OA3; and

wherein OA1 is an option price for including advertising in the selected digital content item A.

26.   (Previously Presented) The digital content pricing system of claim 25, wherein the memory includes a plurality of pricing formulae including the final pricing formula.

27.   (Previously Presented) The digital content pricing system of claim 25, wherein at least one of the plurality of digital content items is associated with a plurality of configuration options, including the at least one item configuration option.